How Customer Engagement Analytics Is Improving Business Today

Real-World Use Cases

About NICE

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The Complexity of Modern CEA

Customer engagement analytics (CEA) is how a company measures and evaluates the quality of its customers' interactions with its brand. Naturally, as customers in today's economy interact with businesses across a wide array of channels, CEA is becoming more complex. It requires understanding, and having the tools to identify, the different ways in which satisfaction is expressed at each customer touchpoint and across communication channels.

Effective CEA, of course, does not end with information collection and analysis. Its primary purpose is to help businesses adjust their policies and strategies to better meet customer needs, improving customer satisfaction, increasing revenue and meeting corporate goals. Here, too, the modern commercial landscape includes a variety of possible practical applications of CEA.

We will look at a few representative examples of real-world companies that applied CEA to significantly improve their businesses.

Cutting Costs by Improving Service

A global telecommunications company, handling 540 million customer service calls annually, sought to improve the cost-efficiency of its operations. One way to accomplish this, the company decided, was by reducing the volume of customer interactions requiring the services of a call center agent.

For that, they had to isolate what was leading to those agent-handled contacts.

The Role of CEA

Using a customer engagement analytics platform, the company was able to identify and sequence transactions across a series of individual touchpoints, providing an image of typical customer journeys. With this view of their customers, the company could then identify which series of interactions drove a call to customer service and which did not.

Intelligent CEA helped the company identify and prioritize the root causes of their customers' pain points, without which any attempt to more effectively resolve customer issues would be essentially a shot in the dark.

What They Learned

Using customer journey analytics, the company learned which journeys generated the highest percentage of downstream agent calls. Key contact reasons, especially sub-optimal self-service provisions, were similarly isolated.

An analysis of the company's interactive voice response (IVR) system, which customers encounter upstream from the call center agent, identified bottlenecks in the IVR logic and key self-service chokepoints.

Deeper interaction analytics also provided the company with sufficient information to more effectively segment their customers for better service. It also allowed them to share best practices, as well as to specifically target coaching and training.

What They Did

The company overhauled its IVR system to fill in the self-service gaps and release the bottlenecks (this included additional audio prompts, timeouts, optionality, etc.).

The reasons for a new customer contact are assessed automatically, right from the start, in an effort to guide their journey to a successful conclusion.

This involves dynamic profiling of customers in real time and tracking their behavior (channels of choice, effort, first call resolution, etc.) on an ongoing basis. It also gives the agent a greater understanding of each customer, with a wealth of journey information and personal details available to them in one place.

The Benefits

The implementation of CEA-based solutions produced the following results for the telecom company:

One-Quarter
Reduction in customer care operating expenses

One-Third
Reduction in care calls per customer

10%
Improvement in IVR containment

15-Point
Gain in CSAT

Using Behavioral Analysis to Increase Conversion Rates

A major North American bank, with over 1,300 branches, sought solutions for optimizing its contact center. In addition, the bank was simultaneously aiming to improve conversion rates for its wealth product applications.

The Role of CEA

The financial institution used a CEA solution to consolidate and sequence ten separate sets of data from touchpoints along the customer journey. The bank also applied behavioral analysis to customer website interactions, in order to learn how to identify likely conversions and where they might fall through due to self-service failures. CEA gave the company insight into its own processes, as well as into the purchasing habits of its customers.

What They Learned

CEA analysis indicated that, while two-thirds of all wealth product applications convert within two days of the customer's initial expression of interest, applications involving the web channel in any way are 50% more likely to convert. Moreover, online applications result in product usage more frequently than applications though any other channel (29%).

At the same time, the bank discovered that new customer applications are 50% more likely to come through its physical branches than through voice or web. However, 12% of branch applications were preceded along the customer's journey by web activity, while 22% of applications had prior voice activity. It also became clear which credit card applications predominate in which channel, and which type of customer makes the most significant number of repeat calls to the contact center.

All these detailed results facilitated assessments of customer application quality, as well as identification of sources and causes of self-service application failures.

What They Did

Based on the identification of customers who abandoned the application process, and the reasons they did so, the bank's CEA solution automatically generated call lists for re-marketing activity. In addition, a "watch list" was created to alert tellers and agents to potential conversion or upsell opportunities.While behavioral analysis is predicting customer application quality on the Web, CEA information on branch and voice contact journeys is similarly increasing the marketing of product applications.

The Benefits

The implementation of CEA-based solutions produced the following results for the telecom company:

CONVERSATIONS

with customers in bank branches and over the phone have increased application conversions

A 20% reduction in online leakage was registered during product application processes (estimated to prevent 2,000 contact center calls annually)

Conversions increased by 3% thanks to targeted re-marketing to 4.9 million customers annually

Millions in Savings Through Cross-Channel Analysis

A global telecommunications firm with over 50 million US customers was seeking to save significantly on operational costs through improving efficiency. For the firm, this meant reducing customer contacts, agent-to-agent transfers, and customer credits.

The Role of CEA

The first CEA task of the company was to sequence millions of retail and customer care interactions into identifiable and coherent customer journeys. Then, key post-retail customer contact reasons were identified from among the wealth of data. The sources of disproportionate contacts and excessive credit claims were thus more easily isolated.

CEA solution measurements of the agent time and call center resources dedicated to the company's value-added customer services were also captured. Also noted were which interaction types drove in-house transfers among agents, as well as, similarly, where the company's IVR system led to unnecessary customer frustration.

What They Learned

The detailed CEA information revealed that 16% of retail store visitors call a company contact center within 30 days of their visit, accounting for 5% of the overall call volume. Fully one-third of these post-retail calls are related to billing. Additionally, 75% of new customers who initiate a purchase in a retail store place a call to an agent within 60 days. However, it was also discovered through the CEA solution that the volume and nature of agent calls are not impacted by previous online interactions.

Also noted for the first time was that contact center calls related to the company's value-added services had the highest average handle time (AHT) among all contact reasons. In fact, 10% of such calls lasted over 20 minutes.

What They Did

The company improved its IVR functionality and messaging, making it easier for customers to make payments and activate their mobile devices without needing to reach out to the contact center.

The company saw the low impact of online interactions as an opportunity to expand options for Web-based marketing, sales, and self-service.

In light of the clear data regarding lengthy AHT for value-added services, the company initiated a targeted coaching program to improve how agents handle such calls.

The Benefits

The implementation of CEA-based solutions produced the following results for the telecommunications firm:

$7 MILLION
Retutn on Investment

(ROI) just by moving 10% of billing calls to self-service channels

$3 MILLION

ROI by reducing in-house transfers by 5%

$5 MILLION

savings by reducing value-added services credits by 5%

Analytics that Improve Customer Experience

A European telecommunications company with 1.3 million customers sought to reduce the volume of customer calls handled by service agents. The strategy adopted was to deliver outstanding service in stores and online, as well as at the contact centers themselves.

The Role of CEA

The company's first CEA step was to collate transactions from 41 separate data sources, in order to sequence over two million unique customer journeys. This large amount of data was then translated into statistics that indicated categories of contact reasons, which could then be automatically assigned to future interactions. In addition, the CEA solution pinpointed the root causes of customer pain points and prioritized them based on measurable urgency.

What They Learned

Billing issues were the most prevalent root cause of calls to contact centers driven by interactions that began on company websites. Customers also made 70% of their repeat calls related to billing on the same day. Overall, it was found that 9% of billing-related calls are followed by a call to collections within seven days. Deep-dive analysis into the issue showed that there was a lack of granularity in billing information.

The CEA solution identified chronic callers – that two percent of the customer base that drives 10% of the contact center call volume. In general, they were found to be among the customers providing a higher average revenue per user and expecting a higher level of service. This disproportionate volume of repeat calls also generally came from high-end devices.

Applying CEA to customer complaints, the company discovered that 34% of such calls are customers demanding a refund. Of those customers, more than half used both online and contact center services within a 24-hour period. Callers who complained were three times more likely than other customers to complain again within 30 days. Moreover, sixteen percent of such calls included at least a reference to leaving the company.

What They Did

In response to the CEA analysis, the company decided to make online payment easier and clearer, using new language to promote successful self-service bill payments. In addition, agent coaching and process re-engineering have now been tailored for handling customer refund issues and complaints.

The company also implemented a new strategy to handle repeat callers, as well as high-value customers, routing them to specialized agents. New cross-channel KPIs were created to measure the success of these agents over time.

Next Steps

As the aforementioned training is implemented and the quality management processes go into effect, the company is monitoring the outcome through its CEA solution. The next step is to leverage the findings for predicting customer complaints before they germinate.

Customer Engagement Analytics Helps You Ask the Right Questions

CEA is the primary mechanism for asking the right questions about your customer base. The answers you receive by implementing a CEA solution suite ultimately improve your business and contribute to customer loyalty.

As is evident from the above case studies, cross-channel analytics offers one of the most powerful capabilities in that CEA arsenal. Once you understand the full process, in depth, of customer interactions, it is possible to effectively intervene, direct the journey, and create perfect experiences.

Contacts

Global International HQ, Israel,
T +972 9 775 3777
F +972 9 743 4282

EMEA, Europe & Middle East,
T +44 0 1489 771 200
F +44 0 1489 771 665

Americas, North America,
T +1 201 964 2600
F +1 201 964 2610

Asia Pacifc, Singapore Office
T +65 6222 5123
F +65 6222 5459